

Overview of editing software

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

Options for video editing software

- ▶ After shooting your video and transferring the raw footage on your computer, it's time to edit it
- ▶ If you wrote a script or created a storyboard, it will help you put together all the pieces
- Editing involves cutting the right pieces of video, adding transitions, text, graphics, music, sound effects, etc.
- ▶ You can do the editing yourself or hire someone to do it if you have a bigger budget
- ▶ However, you should learn the basics of editing in order to better communicate with the editor
- Categories of editing software:
 - Amateur level - mobile apps or free software like iMovie, it's mostly used for editing your personal videos
 - Content creator level - medium priced software with a decent amount of features and templates
 - Professional level - full feature software, it's for people who do this for a living
- ▶ If you're only creating videos for marketing purposes, you are at the content creator level

● **Software options:**

▶ #1 Adobe Premiere Pro

- \$20/month
- works for PC and Mac
- has a ton of features
- it's the default option for editors

▶ #2 Final Cut Pro

- \$300 upfront
- it only works for Mac
- it provides a lot of templates and shortcuts
- it's easy to use

▶ #3 CyberLink's PowerDirector

▶ #4 Coral's VideoStudio

▶ #5 Sony Vegas

● **When choosing a video editing software, you have to answer these questions:**

- **How much video do you plan on producing? How serious is this for you?**
- **What type of videos do you plan on producing?**

▶ If you're serious about it, go with Adobe Premiere (or Final Cut Pro if you have a Mac)

▶ If you have a lower budget and just need some basic features, go with one of the others

Creating rough cuts

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LECTURE
SUMMARY

Covered in this lecture:

How to do a rough cut

- ▶ A rough cut is the first edited version of your video and it involves:
 - sticking all the raw footage together
 - removing the bad takes
 - syncing the audio
 - picking camera angles if you use multiple cameras
 - cropping things from the frame
 - doing color correction if the lighting wasn't perfect
- **Tips for doing rough cuts:**
 - #1 Always have your script with you
 - #2 Edit the video in sequential order following the script or storyboard
 - #3 Use the audio waveform as a guide to cut out quiet sections or “ums”
 - #4 Leave extra space before and after each take
 - #5 Don't add transitions
 - #6 Add temporary titles in the spots they're supposed to go
- ▶ When you're done, watch the whole video and see if it makes sense
- ▶ After doing the rough cut, you'll be ready to add things on top, like text, screencasts, b-roll, etc.

Working with editing templates & add-ons

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LECTURE
SUMMARY

Covered in this lecture:

Using templates to save time

- ▶ Templates are a quick way to make something look good without a lot of effort
- ▶ However, some of them are overused and can be easily recognized
- Types of templates you can use:
 - intro titles / bumpers
 - lower third text
 - slideshows - series of pictures or videos
- Where to find templates:
 - motionarray.com
 - rampantdesigntools.com
 - motionvfx.com
 - themeforest.net
 - envato.com
- ▶ If you find a template you like but you want to slightly modify it to fit your brand and style, hire someone from Fiverr to do it for you

Covered in this lecture:

Hiring a video editor

- ▶ It's important that you learn how everything works before you decide to hire someone to do it for you
- ▶ **Video editing can be separated into 3 categories:**
 - #1 Timeline editing
 - taking the raw footage, removing bad takes, and putting everything in the right order
 - adding transitions
 - color correction
 - audio editing and syncing
 - #2 Graphics editing
 - adding text, screencasts, images, or other clips
 - adding interstitials - videos that interrupt the main video
 - #3 Animations
 - taking illustrations or vector images and adding motion to them
- ▶ People who only have timeline editing skills are the cheapest, and the ones who can do all 3 things are the most expensive
- ▶ Some people only do one type of editing - for example, animators use Adobe After Effects, which cannot be used for timeline editing

- ▶ You might need to hire multiple people to get the final video
- Decide what skills you really need - don't hire someone very expensive if you won't need all of their skills
- Decide how much time you want to spend managing the person you hire
- ▶ Keep in mind that cheaper freelancers will need more management from you
- Where to find video editors:
 - #1 UpWork
 - #2 VideoPixie
 - #3 Fiverr

Covered in this lecture:

Hosting your videos

- ▶ After you create a video, you have to answer these questions:
- **#1 Where are you going to host your videos?**
 - ▶ Free solutions: YouTube, Vimeo
 - the Google search engine is biased towards showing YouTube search results
 - these are communities, so the videos can get seen by anyone
 - ▶ Paid solutions: Wistia, Vidyad, Sproutvideo, Vzaar
 - you can add calls to action and forms inside your video
 - you have access to a much wider range of analytics
 - they have more advanced ways to embed videos on your site
 - some of them offer integration with Google analytics so you can see everything in one place
- **#2 Where will you be using these videos?**
 - website pages, social media, blog posts, landing pages, etc.
 - in order to add a video to your site, you have to embed it by using some code you get from your host

- paid hosts allow customization for how your video looks on your site
- if you use a YouTube video on your site, Google search will send people to watch it on YouTube instead of on your page, which decreases the chances that they buy something

► **Decide what option fits you best depending on what your goals are:**

- video views and shares - YouTube
- driving traffic to your site - paid host
- signups and purchases - paid host

How to tell if video marketing is working

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LECTURE
SUMMARY

Covered in this lecture:

Finding out if it works

- **What to look at in your analytics:**
 - **number of views, shares, or likes**
 - **the percentage of video watched**
 - **the ratio of page visits to video views**
- ▶ If people are watching your videos but they don't sign up or purchase anything, try placing a call to action / form at the end of the videos
- ▶ Check your numbers periodically so you know where you need to make changes
- ▶ Better quality and video placement should always lead to more people taking the action you want them to take